

[0062] A field sequential liquid crystal display device having a liquid crystal panel, a back light having multiple light sources (Red, Green and Blue) under the liquid crystal panel, and a signal processing circuit that controls the luminances of the light sources based on frame-based image signal data. The signal processing circuit decides luminance values (Ra, Ga, and Ba) to be displayed during sub-frames, and further decides the luminances of the light sources and/or the transmissivities of the liquid crystal during each sub-frame so as to produce the average illumination in the image signal data.